

**Marketing:** School Year \_\_\_\_\_  
**Sports And Entertainment Marketing**  
**Course Code # 5023** Term: \_\_\_\_ Fall \_\_\_\_ Spring  
**½ Credit** \_\_\_\_\_ **1 Credit** \_\_\_\_\_ **2-3 Credits** \_\_\_\_\_

Standards to be completed for ½ credit are identified by one asterisk (\*).  
 Additional standards to be completed for one credit are identified by two asterisks (\*\*). A work-based component for 2-3 credits is identified by three asterisks (\*\*\*).

Student:	Grade:
Teacher:	School:
# of Competencies in Course: ½ credit = 33, with Work-Based Learning = 37; 1 credit = 45, WWBL = 49	
# of Competencies Mastered:	
% of Competencies Mastered:	

**\*Standard 1.0 The student will evaluate the significance and components of sports and entertainment as a viable industry.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Analyze the components of the sports and entertainment industry			
1.2	Recognize sports and entertainment as a field of marketing			
1.3	Analyze growth and trends of sports and entertainment as an industry in local, state, national and international areas			
1.4	Determine the career opportunities available in the sports and entertainment industry			

**\*Standard 2.0 The student will recognize the value of product research and development in sports and entertainment.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Discuss the issues related to selection of product and brand naming in sports and entertainment			
2.2	Assess demographic and geographic considerations related to sports and entertainment			
2.3	Evaluate the importance of market information management in market segmentation			

**\*Standard 3.0 The student will evaluate the considerations involved in facility design.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Determine the requirements in choosing a location and/or building and operating a facility			
3.2	Evaluate financing possibilities or a sports and/or an entertainment facility			
3.3	Recognize support activities in operating a sports and entertainment facility (concessions, security)			

**\*Standard 4.0 The student will interpret the importance of all aspects of product planning in sports and entertainment.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Evaluate the forms of product licensing and the product licensing process			
4.2	Compare the merchandising strategies utilized in sports and entertainment			
4.3	Examine product lines for sports and entertainment organizations (including manufacturing costs)			

**\*Standard 5.0 The student will examine the role of advertising as a promotional tool in sports and entertainment.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Evaluate the advertising media forms (print, broadcast, specialty) suitable in the sports and entertainment industry			
5.2	Assess the value of advertising in the sports and entertainment industry			
5.3	Determine the role of advertising technology in sports and entertainment			

**\*\*Standard 6.0 The student will compare public relations and advertising to learn the importance of generating positive publicity and avoiding negative publicity.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Evaluate the similarities and differences between public relations and advertising			
6.2	Investigate the various forms of public relations/publicity in sports and entertainment			
6.3	Assess the utilization of public relations in sports and entertainment			

**\*\*Standard 7.0 The student will recognize event planning and other forms of sales promotion as components of the sports and entertainment promotional mix.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Evaluate the stages (planning to execution) of managing an event in sports and entertainment			
7.2	Examine event possibilities in various sports and entertainment industries			
7.3	Determine the traditional and nontraditional methods of sales promotion utilized in sports and entertainment			

**\*\*Standard 8.0 The student will explore various facets of sponsorship in sports and entertainment including the acquisition of sponsors and sponsorship of events.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
8.1	Evaluate the impact of sponsorship in sports and entertainment			
8.2	Determine the various types of sponsorship in sports and entertainment			
8.3	Analyze potential sponsorship opportunities			

**\*\*Standard 9.0 The student will evaluate ticket marketing strategies which include design, distribution, and sales.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
9.1	Examine ticket sales policies/strategies in sports and entertainment			
9.2	Analyze pricing strategies based on the sports and entertainment industry and target market			
9.3	Identify the components of a ticket design			

**\*Standard 10.0 The student will apply and relate other academic subject matter to sports and entertainment marketing.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
10.1	Utilize proper grammar and writing skills			
10.2	Utilize effective communication skills			
10.3	Assess the value of art and design in sports and entertainment marketing			
10.4	Demonstrate an understanding of the properties of real numbers			
10.5	Apply algebraic procedures to solve equations and interpret results			
10.6	Interpret real data			
10.7	Demonstrate competencies in derived and indirect measurements			
10.8	Examine environmental issues in sports and entertainment marketing			
10.9	Evaluate social responsibility in sports and entertainment marketing			
10.10	Describe the scientific elements in facility design			
10.11	Assess the impact of economic historical events			
10.12	Explore psychological and sociological patterns of individuals			
10.13	Analyze characteristics of a population			
10.14	Examine legal and ethical issues affecting the sports and entertainment industries			

**\*Standard 11.0 The student will apply organizational and leadership skills.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
11.1	Demonstrate a knowledge of DECA			
11.2	Utilize critical thinking in decision-making situations			
11.3	Identify and develop or apply personal characteristics needed in leadership situations			

**\*\*\*Standard 12.0 The student will analyze how sports and entertainment marketing principles are applied in a work-based learning experience.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
12.1	Apply principles of sports and entertainment to a work-based situation			
12.2	Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities			
12.3	Evaluate and apply principles of ethics as they relate to the work-based experience			
12.4	Employ the principles of safety to the work-based experience			

Additional comments:

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